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CONSUMER PURCHASES OF SELECTED FRESH FRUITS,  
CANNED AND FROZEN JUICES, AND DRIED FRUITS

IN

SEPTEMBER 1952



United States Department of Agriculture  
Bureau of Agricultural Economics  
and  
Fruit and Vegetable Branch  
Production and Marketing Administration

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## FOREWORD

This report presents data on consumer purchases during September 1952 of fresh citrus fruits, ~~and~~ canned juices, frozen concentrated juices, ade bases, and dried fruits collected from a representative national sample of household consumers. It is issued as part of a program financed co-operatively by participating fruit industry groups and the U. S. Department of Agriculture with funds provided under the Agricultural Marketing Act.

All data for single months in the report are based on ~~4-week~~ periods (28 days) in order to permit comparisons between periods of equal length.

Based on data collected by the Market Research Corporation of America, under contract with the U. S. Department of Agriculture.

CONSUMER PURCHASES OF SELECTED FRESH FRUITS,  
CANNED AND FROZEN JUICES, AND DRIED FRUITS

SEPTEMBER 1952

The data in this report represent purchases by household consumers only and do not include those by restaurants, hotels, hospitals, or other institutional outlets. Data for single months are based on 4-week periods (28 days) in order to permit comparisons between periods of equal length.

SUMMARY

Householders' purchases of frozen concentrated orange juice in September were about one-third larger, in terms of fresh fruit equivalent, than the combined purchases of fresh oranges and canned single strength orange juice. These purchases in September were slightly higher than in August and a near-record for the month. During the past summer, purchases of fresh oranges declined more than in the preceding year, and the quantity of canned single strength juice bought was also below that of a year ago.

For the period October 1951-September 1952, household purchases of fresh oranges and canned single strength orange juice were about the same as in the preceding 12-month period, while those of frozen concentrate were about 75 percent larger.

Total purchases of lemons in all forms by householders in September, on a fresh fruit equivalent basis, amounted to 462,000 boxes, exceeding those of September a year ago by 12 percent. This increase was the result of substantially larger purchases of frozen lemonade base and canned lemon juice. Householders bought 269,000 boxes of fresh lemons during September, compared with 300,000 boxes during September last year.

Householders bought a total of 6,989,000 cases of canned single strength juices during September, the smallest amount reported for any month during the past year. This decrease was chiefly the result of smaller purchases of canned single strength citrus juices.

Purchases of dried prunes by householders amounted to about 3,700 tons in September, about one-sixth more than in August and in September a year ago. Prices paid averaged about 2.5 cents per pound less than a year ago. Dried apricot purchases totaled about 226 tons, substantially less than in September of 1950 or 1951; prices consumers paid were higher. Purchases of dates increased sharply and totaled about 724 tons during the month. Prices reported by consumers were about the same as in August.



## FROZEN JUICES AND ADE BASES

About 3,900,000 gallons of frozen concentrated orange juice were purchased by householders during September 1952, almost the same amount as in the 2 preceding months. This was the first time in 3 years that household purchases in September failed to surpass those of the preceding summer months. Purchases in September 1952, however, were about 58 percent larger than in the corresponding month last year (fig. 4).

Consumers paid an average of 16.2 cents per 6-ounce can during the month for frozen concentrated orange juice, the highest since April. Although prices have increased in the last few months, the average is still substantially below the levels of the corresponding months a year ago. The percent of families buying frozen concentrated orange juice declined to 26.7 percent, slightly less than in August and about 2 percentage points below the record high established in July 1952 (table 1).

For the 12 months October 1951-September 1952, household purchases totaled about 75 percent larger than in the corresponding period a year earlier.

Shelf-pack orangeade base purchases by householders totaled 173,000 gallons in September, a decline of about one-third from the 267,000 gallons purchased during the previous month (table 1). However, the average price paid by consumers--15.0 cents per 6-ounce can--was almost unchanged from a month earlier. The number of families buying, on the other hand, declined to 2.4 percent of all families.

Frozen lemonade base purchases during September amounted to 355,000 gallons, less than one-half the amount purchased in August and the lowest volume bought in any month since May (table 1). Purchases were made at an average of 17.6 cents per 6-ounce can, slightly higher than in August. This represented the highest average price reported for a single month thus far and was a continuation of the increase in prices paid by consumers which began in June.

Shelf-pack (nonfrozen) lemonade base purchases in September also dropped sharply below those of the previous month, in response to the advent of fall weather. The number of purchases reported by the consumer panel was below that permitting quantity comparisons with previous periods.

Frozen concentrated grape juice purchases by householders amounted to about 229,000 gallons during September, somewhat less than in August, but about 75 percent above a year earlier (table 1). About 4 percent of the Nation's families purchased frozen concentrated grape juice during the month and paid an average of 22.3 cents per 6-ounce can.

## CANNED JUICES

Household purchases of all canned single strength juices totaled 6,989,000 cases (equivalent No. 2 cans) in September--about the same as a year ago. This total was 5 percent below the August figure and the lowest for any month during the past year. The decline was primarily due to smaller purchases of canned citrus juices.

Householders bought 1,428,000 cases (equivalent No. 2 cans) of canned single strength orange juice during September, 7 percent less than in the preceding month and 23 percent less than in September last year (fig. 5). These decreases were chiefly the result of fewer families buying--13.8 percent of all families purchased canned orange juice during September, compared with 17.4 percent a year earlier (table 2). Consumers paid an average of 29 cents per 46-ounce can for orange juice during September, the highest recorded for any month this season and 12 percent more than in September 1951.

Purchases of canned grapefruit juice by households in September amounted to 936,000 cases (equivalent No. 2 cans), one-fifth less than a year earlier. The number of families that purchased grapefruit juice during the month also was down by about one-fifth (table 2). Prices paid by households averaged 22.9 cents per 46-ounce can, practically the same as in September 1951.

Consumers bought considerably less canned orange-grapefruit blended juice during September than in the same month last year--336,000 cases (equivalent No. 2 cans), compared with 521,000 cases. This was the smallest quantity reported for any month in this series which began with October 1949 (fig. 5). Householders paid an average of 25.9 cents per 46-ounce can, slightly more than in September a year ago. Only 3.8 percent of all families bought orange-grapefruit blended juice during September, compared with 6.7 percent a year ago.

Tangerine juice purchases by households also decreased sharply in September, compared with a year earlier, amounting to 49,000 cases (equivalent No. 2 cans), or only 44 percent of the amount purchased during September 1951.

Householders bought the equivalent of 81,000 cases of No. 2 cans of canned lemon juice during September, down 38 percent from the preceding month but 80 percent more than in September last year. More families bought lemon juice than a year ago, and they bought more per family. Prices paid averaged about 11 cents per 5-1/2-ounce can, almost 1 cent more than in September 1951. Total lemon purchases, on a fresh equivalent basis, were somewhat larger in September than in the same month last year, since the decline in fresh lemon purchases was more than offset by larger purchases of juice and lemonade bases (fig. 3).



Pineapple juice purchases by householders were 1,266,000 cases (equivalent No. 2 cans) during September, almost three-fifths more than during the same month a year ago (table 2). Prices paid averaged 29 cents per 46-ounce can, the same as for orange juice, and 16 percent below the average in September 1951.

Tomato juice purchases by householders were the largest of any canned single strength juice during September--1,515,000 cases (equivalent No. 2 cans) (table 2). These purchases were one-fifth larger than those of September 1951. Prices were almost unchanged, averaging 27.5 cents per 46-ounce can in September.

Purchases of prune juice by householders in September were equal to 398,000 cases of No. 2 cans, 7 percent larger than during September a year ago (fig. 9). About 6.5 percent of all families bought prune juice during September, a somewhat larger proportion than in the same month a year ago and the largest proportion purchasing in any month since March. The average of prices paid remained steady at 32 cents per 32-ounce bottle.

#### FRESH CITRUS FRUIT

Householders bought a total of 1,147,000 boxes of fresh oranges in September 1952. This amount was 31 percent less than in September 1951, and 20 percent less than in September 1950 (fig. 1). These decreases were the result of substantially smaller purchases of California-Arizona Valencia oranges during the month. Consumers paid an average of 43 cents per dozen for California-Arizona oranges during September 1952, compared with 47 cents a year earlier and 45 cents in September 1950 (fig. 6). Only 24 percent of all families bought fresh oranges during September, considerably less than the 32 percent that purchased in September last year.

Purchases of fresh grapefruit by householders also were considerably smaller in September 1952 than in the same month of the 2 preceding years (fig. 2). September purchases amounted to only 150,000 boxes, compared with 246,000 boxes during September 1951, and 262,000 boxes during September 1950. Prices paid averaged \$1.02 a dozen, practically the same as a year earlier. Only 4.7 percent of all families purchased grapefruit during September, compared with 8.2 percent in September 1951.

Household purchases of fresh lemons during September 1952 amounted to 269,000 boxes, 10 percent less than in the same month a year ago (fig. 8). Prices were practically unchanged at 45 cents per dozen. About 21 percent of all families bought lemons, compared with 24 percent in September last year.



## DRIED FRUIT

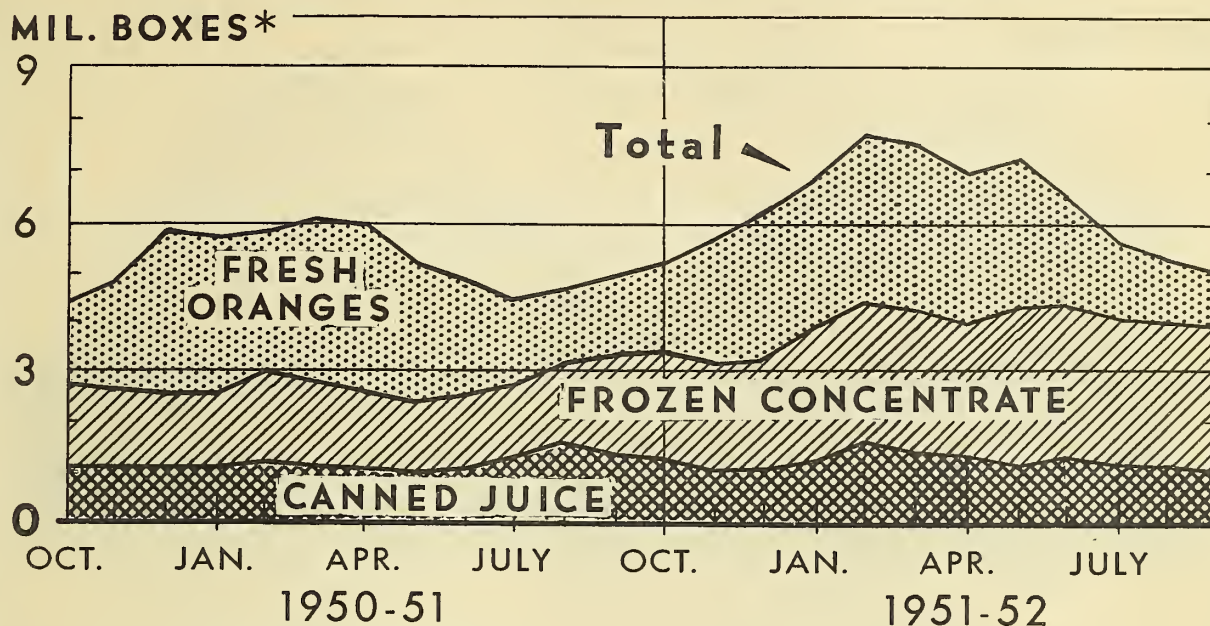
Dried prunes purchased by householders amounted to 3,701 tons during September, an increase of about 17 percent over the preceding month (fig. 9). This was about the same percentage increase in purchases as between August and September of 1950 and 1951. Total purchases in September 1952, however, were about one-sixth larger than in the corresponding month last year. Prices consumers paid for dried prunes averaged 24.6 cents per pound, about the same as in August, but 2.5 cents per pound less than the average paid in September 1951. The number of families buying dried prunes was about the same as a year ago.

About 226 tons of dried apricots were purchased by household consumers during September at an average price of 65 cents per pound, the highest average price paid during any month since this series began (October 1949) (table 4). As a result of higher prices, purchases of dried apricots in September were substantially below those of the corresponding month of 1950 and 1951. Fewer families bought dried apricots than a year earlier.

Purchases of dates increased substantially in September from the level in August, as was the case in the 2 preceding years, totaling 724 tons during the month (table 4). The increase in purchases resulted from almost twice as many families buying dates during September as in the preceding month. Prices paid by consumers for dates remained about the same as in August.



# PURCHASES OF ORANGE PRODUCTS BY CONSUMERS



\*FRESH ORANGE EQUIVALENT

SOURCE: NATIONAL CONSUMER PANEL OF MARKET RESEARCH CORPORATION OF AMERICA

U. S. DEPARTMENT OF AGRICULTURE

NEG 48351-XX BUREAU OF AGRICULTURAL ECONOMICS

Fig. 1.-- Consumer purchases of orange products, equivalent boxes of fresh oranges, October 1950 to date

Period	Fresh oranges		Frozen concentrated orange juice 1/		Canned single- strength orange juice 2/		Total	
	1951-52	1950-51	1951-52	1950-51	1951-52	1950-51	1951-52	1950-51
	boxes	boxes	boxes	boxes	boxes	boxes	boxes	boxes
October	1,824	1,686	2,043	1,605	1,312	1,068	5,179	4,359
November	2,693	2,266	2,036	1,508	1,008	1,061	5,737	4,835
December	3,127	3,415	2,051	1,412	1,033	1,056	6,211	5,883
October-December 3/	8,202	7,985	6,676	4,938	3,649	3,464	18,527	16,387
January	3,101	3,216	2,551	1,463	1,289	1,050	6,941	5,729
February	3,275	3,083	2,790	1,619	1,607	1,141	7,672	5,843
March	3,301	3,375	2,752	1,600	1,399	1,119	7,452	6,094
October-March 3/	18,775	18,498	15,463	10,044	8,358	7,058	42,596	35,600
April	3,103	3,401	2,628	1,546	1,310	1,043	7,041	5,990
May	2,846	2,796	2,993	1,440	1,168	944	7,007	5,180
June	2,174	2,296	3,001	1,444	1,295	1,013	6,470	4,753
October-June 3/	27,451	27,632	24,732	14,841	12,421	10,284	64,604	52,757
July	1,530	1,749	2,960	1,383	1,133	1,306	5,623	4,438
August	1,307	1,478	2,874	1,573	1,116	1,570	5,297	4,621
September	1,147	1,656	2,902	1,929	1,004	1,361	5,053	4,946
Season 3/		32,955		20,142		14,892		67,989

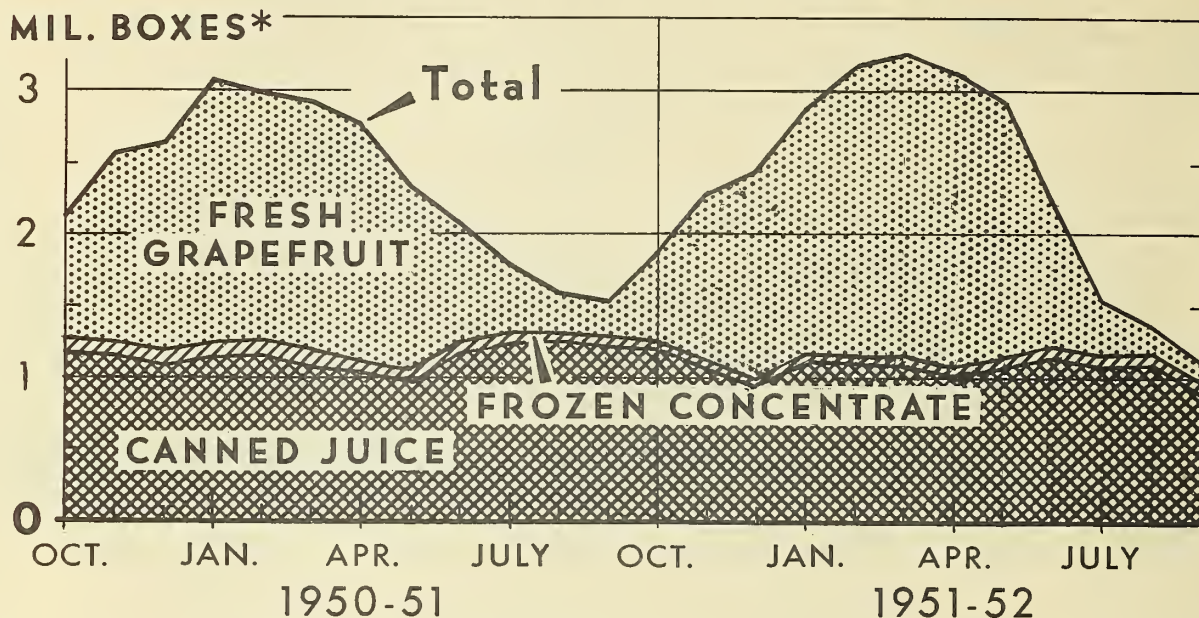
1/ These figures include one-half of the consumer purchases of frozen concentrated orange-grapefruit blend converted into equivalent boxes of fresh oranges.

2/ These figures include one-half of the consumer purchases of canned orange-grapefruit blend converted into equivalent boxes of fresh oranges.

3/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.



# PURCHASES OF GRAPEFRUIT PRODUCTS BY CONSUMERS



\*FRESH GRAPEFRUIT EQUIVALENT

SOURCE: NATIONAL CONSUMER PANEL OF MARKET RESEARCH CORPORATION OF AMERICA

U. S. DEPARTMENT OF AGRICULTURE

NEG. 48350-XX BUREAU OF AGRICULTURAL ECONOMICS

Fig. 2.-- Consumer purchases of grapefruit products, equivalent boxes of fresh grapefruit, October 1950 to date

Period	Fresh grapefruit		Frozen concentrated grapefruit juice 1/		Canned single- strength grapefruit juice 2/		Total	
	1951-52	1950-51	1951-52	1950-51	1951-52	1950-51	1951-52	1950-51
	boxes	boxes	boxes	boxes	boxes	boxes	boxes	boxes
October	606	830	66	105	1,201	1,181	1,873	2,116
November	1,182	1,319	57	98	1,055	1,151	2,294	2,568
December	1,453	1,425	57	102	934	1,096	2,444	2,623
October-December 3/	3,638	3,925	200	335	3,478	3,756	7,316	8,016
January	1,732	1,810	58	101	1,110	1,139	2,900	3,050
February	2,033	1,709	57	107	1,099	1,152	3,189	2,968
March	2,113	1,713	62	125	1,082	1,081	3,257	2,919
October-March 3/	10,026	9,687	386	698	7,056	7,431	17,468	17,816
April	2,061	1,660	54	87	1,018	1,017	3,133	2,764
May	1,760	1,263	66	82	1,083	969	2,909	2,314
June	986	804	82	94	1,133	1,155	2,201	2,053
October-June 3/	15,147	13,687	610	989	10,534	10,847	26,291	25,523
July	363	455	91	84	1,087	1,232	1,541	1,771
August	179	267	80	70	1,100	1,247	1,359	1,584
September	150	246	79	73	898	1,217	1,127	1,536
Season 3/	14,745		1,236		14,873		30,854	

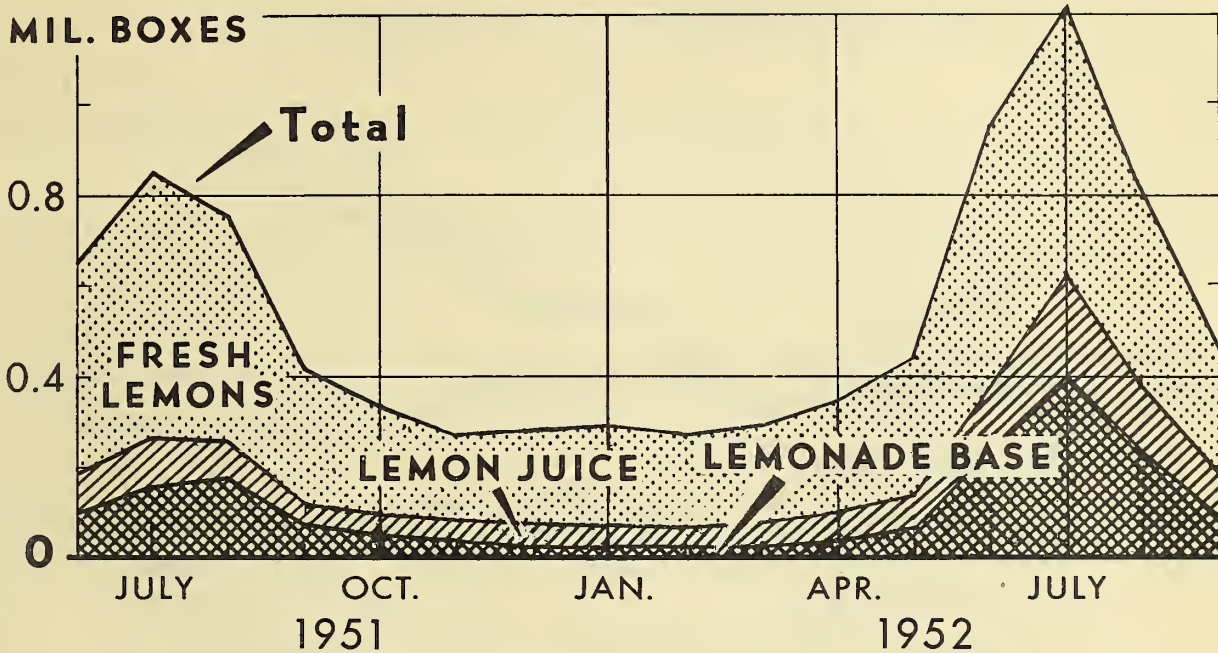
1/ These figures include one-half of the consumer purchases of frozen concentrated orange-grapefruit blend converted into equivalent boxes of fresh grapefruit.

2/ These figures include one-half of the consumer purchases of canned orange-grapefruit blend converted into equivalent boxes of fresh grapefruit.

3/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.



# PURCHASES OF LEMON PRODUCTS BY CONSUMERS



SOURCE: NATIONAL CONSUMER PANEL OF MARKET RESEARCH CORPORATION OF AMERICA

U. S. DEPARTMENT OF AGRICULTURE

NEG. 48349-XX BUREAU OF AGRICULTURAL ECONOMICS

Fig. 3.--Consumer purchases of lemon products, equivalent boxes of fresh lemons, June 1951 to date

Period	Fresh lemons		Lemon juice 1/		Lemonade bases				Total 3/	
					Frozen		Total 2/			
	1951-52	1950-51	1951-52	1950-51	1951-52	1950-51	1951-52	1950-51	1951-52	1950-51
	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes
October	236	236	47	36	40	4/	45	4/	328	272
November	192	201	47	33	27	4/	31	4/	270	234
December	209	204	48	37	19	4/	22	4/	279	241
October-December 5/	683	691	160	112	92	4/	106	4/	949	803
January	206	193	53	43	22	4/	24	4/	283	236
February	202	200	45	47	18	4/	23	4/	270	247
March	218	224	51	38	21	4/	25	4/	294	262
October-March 5/	1,369	1,365	318	255	156	4/	182	4/	1,869	1,620
April	251	246	60	50	33	4/	38	4/	349	296
May	308	314	72	66	55	4/	65	4/	445	380
June	577	466	144	90	205	75	239	91	960	647
October-June 5/	2,589	2,508	615	481	469	4/	547	4/	3,751	2,989
July	598	584	225	108	356	129	400	156	1,223	848
August	452	497	154	85	200	148	228	171	834	753
September	269	300	95	47	86	55	98	66	462	413
Season 5/		4,014		748		4/		4/		4,762

1/ Prior to October 1951 includes canned single strength lemon juice only. Beginning with October 1951 includes, in addition, small quantities of frozen concentrated and frozen single strength juice.

2/ Includes shelf pack lemonade base.

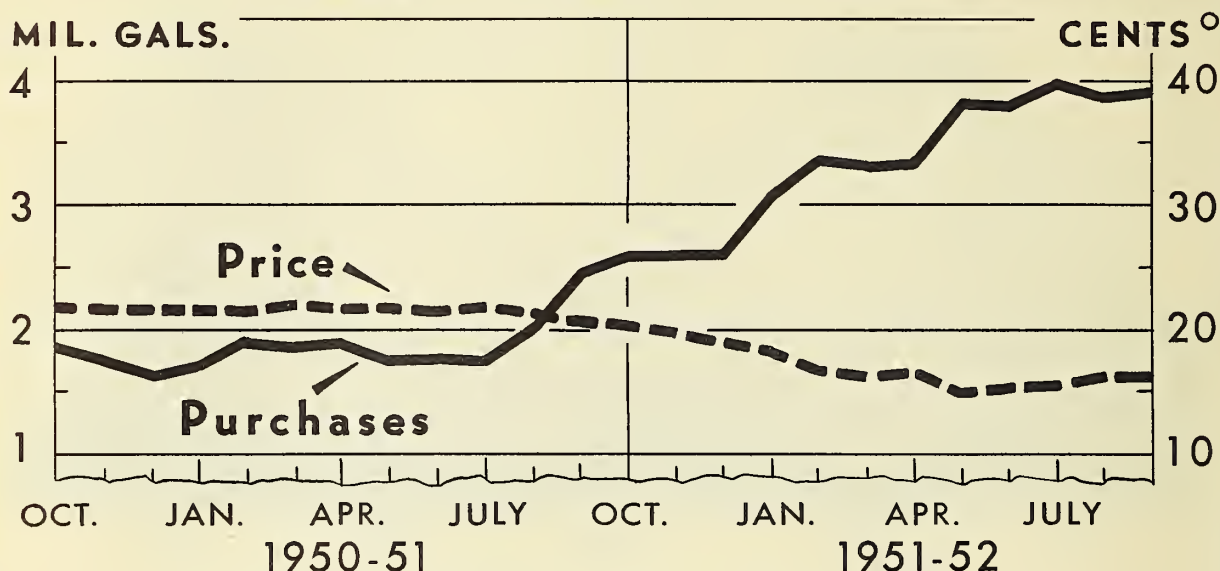
3/ Totals prior to June 1951 do not include lemonade bases or frozen lemon juice.

4/ Not available prior to June 1951.

5/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

# FROZEN CONCENTRATED ORANGE JUICE

## Consumer Purchases and Prices Paid



\*PRICES PAID BY HOUSEHOLD CONSUMERS

°PER CAN OF 6 OUNCES

SOURCE: NATIONAL CONSUMER PANEL OF MARKET RESEARCH CORPORATION OF AMERICA

U. S. DEPARTMENT OF AGRICULTURE

NEG.48342-XX BUREAU OF AGRICULTURAL ECONOMICS

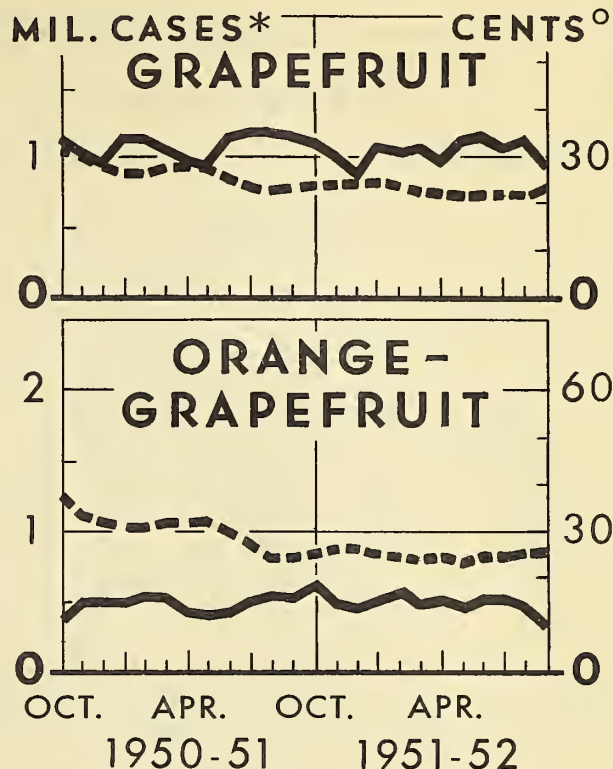
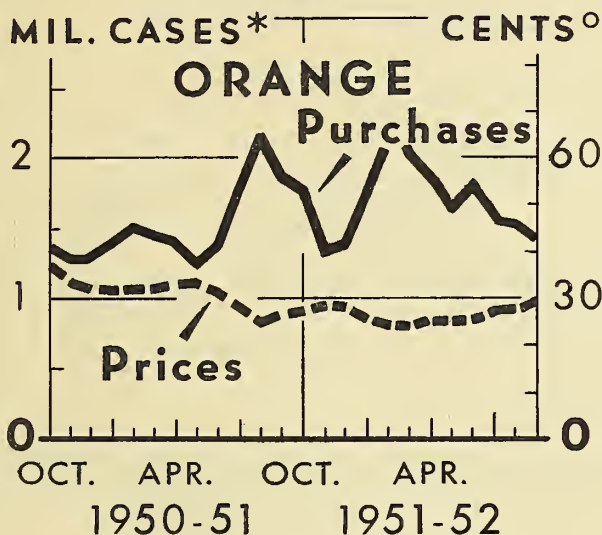
Fig. 4.--Frozen concentrated orange juice: Consumer purchases and average prices paid, October 1950 to date

Period	Purchases		Average prices per 6 oz. can	
	1951-52	1950-51	1951-52	1950-51
	<u>1,000 gallons</u>	<u>1,000 gallons</u>	<u>Cents</u>	<u>Cents</u>
October	2,608	1,865	20.4	22.1
November	2,600	1,762	19.7	21.7
December	2,619	1,638	19.1	21.6
October-December 1/	8,528	5,747		
January	3,060	1,716	18.2	21.6
February	3,358	1,917	16.7	21.5
March	3,314	1,872	16.3	22.1
October-March 1/	19,096	11,752		
April	3,350	1,892	16.5	21.9
May	3,812	1,768	14.8	21.9
June	3,811	1,775	15.3	21.6
October-June 1/	30,893	17,635		
July	3,970	1,756	15.6	21.8
August	3,859	2,022	16.1	21.3
September	3,900	2,470	16.2	20.7
Season 1/		24,414		

1/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

# CANNED CITRUS JUICES

Consumer Purchases  
and Prices Paid



\*EQUIVALENT CASES OF 24 #2's      °CENTS PER 46-OUNCE CAN  
SOURCE: NATIONAL CONSUMER PANEL OF MARKET RESEARCH CORPORATION OF AMERICA

U. S. DEPARTMENT OF AGRICULTURE

NEG 48343-XX BUREAU OF AGRICULTURAL ECONOMICS

Fig. 5. —Canned citrus juices: Consumer purchases and average prices paid, October 1950 to date

Period	Orange				Grapefruit				Orange-grapefruit blend			
	Purchases		Average prices		Purchases		Average prices		Purchases		Average prices	
	1951-52 <sup>1</sup>	1950-51 <sup>1</sup>	1951-52 <sup>1</sup>	1950-51 <sup>1</sup>	1951-52 <sup>1</sup>	1950-51 <sup>1</sup>	1951-52 <sup>1</sup>	1950-51 <sup>1</sup>	1951-52 <sup>1</sup>	1950-51 <sup>1</sup>	1951-52 <sup>1</sup>	1950-51 <sup>1</sup>
	1,000 cases	1,000 cases	1/	1/	1,000 cases	1,000 cases	1/	1/	1,000 cases	1,000 cases	1/	1/
			Cents	Cents			Cents	Cents			Cents	Cents
October	1,728	1,357	26.7	37.3	1,099	1,117	23.1	31.6	611	364	25.0	38.0
November	1,325	1,284	28.3	33.7	996	1,022	23.7	30.3	477	489	26.2	33.7
December	1,377	1,272	28.2	32.1	868	956	23.8	28.5	448	499	25.8	31.6
October-December 2/	4,830	4,248			3,240	3,390			1,656	1,485		
January	1,812	1,368	26.6	31.5	1,068	1,138	24.0	27.3	528	499	25.3	31.1
February	2,309	1,490	24.6	32.0	1,041	1,135	23.1	27.0	557	536	24.4	30.7
March	2,016	1,456	24.4	32.3	1,062	1,049	22.2	27.8	474	537	23.4	31.8
October-March 2/	11,570	8,931			6,692	7,012			3,343	3,193		
April	1,817	1,403	24.9	33.2	988	975	21.9	28.4	506	429	24.0	32.0
May	1,615	1,261	25.1	33.3	1,091	931	21.2	28.0	460	405	23.7	32.3
June	1,790	1,358	25.3	31.0	1,126	1,138	21.2	25.6	511	426	24.5	30.1
October-June 2/	17,191	13,251			10,136	10,325			4,937	4,557		
July	1,540	1,775	27.1	28.1	1,075	1,192	22.1	23.8	524	499	24.9	27.7
August	1,538	2,166	27.7	25.1	1,116	1,190	22.3	22.6	473	537	25.6	24.5
September	1,428	1,850	29.0	25.9	936	1,163	22.9	22.8	336	521	25.9	24.7
Season 2/		19,540				14,179				6,267		

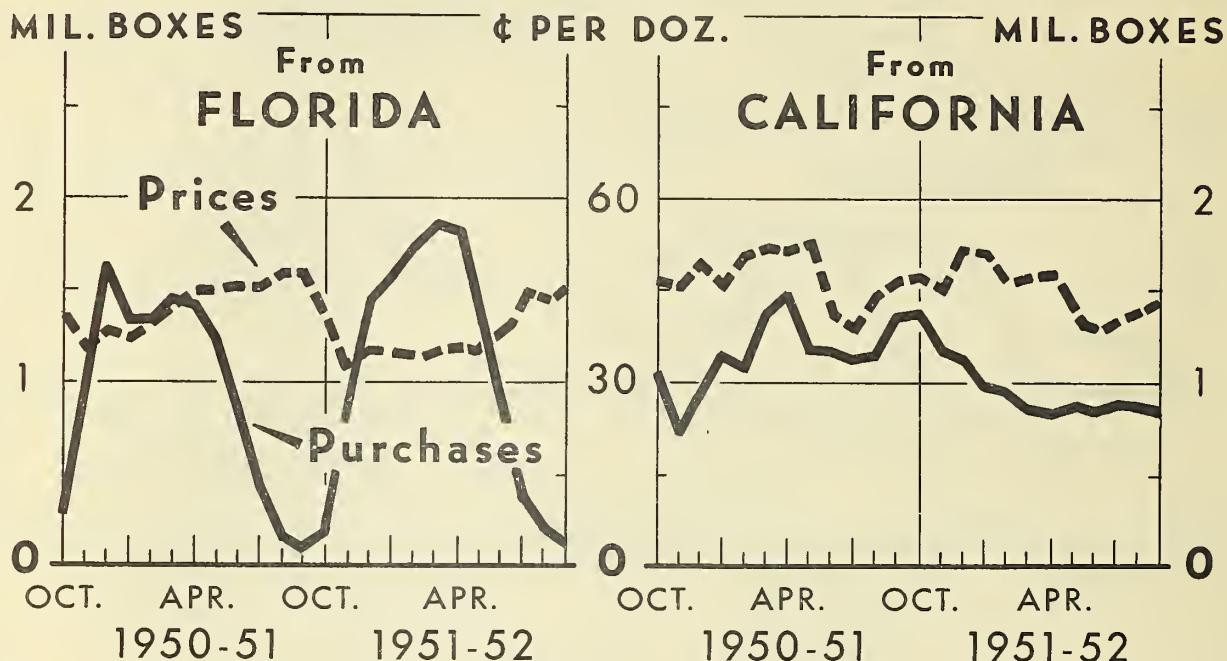
<sup>1/</sup> Equivalent cases of 24 No. 2 cans - 432 ounces per case.

<sup>2/</sup> The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.



# FRESH ORANGES

## Consumer Purchases and Prices Paid



SOURCE: NATIONAL CONSUMER PANEL OF MARKET RESEARCH CORPORATION OF AMERICA

U. S. DEPARTMENT OF AGRICULTURE

NEG. 48344-XX BUREAU OF AGRICULTURAL ECONOMICS

Fig. 6.--Florida and California-Arizona fresh oranges: Consumer purchases and average prices paid, October 1950 to date

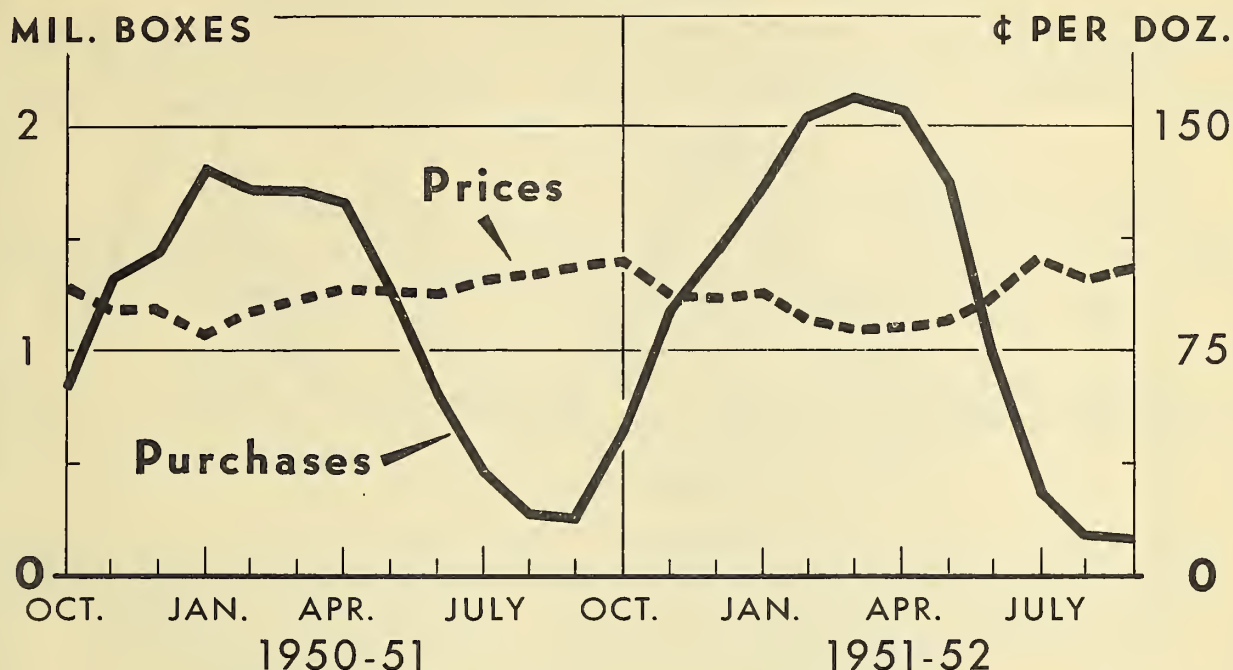
Period	Florida				California-Arizona			
	Purchases		Average prices per dozen		Purchases		Average prices per dozen	
	1951-52	1950-51	1951-52	1950-51	1951-52	1950-51	1951-52	1950-51
	boxes	boxes	Cents	Cents	boxes	boxes	Cents	Cents
October	166	278	40.7	40.5	1,371	1,045	47.0	46.5
November	981	999	32.8	35.6	1,186	738	45.2	45.4
December	1,468	1,640	34.8	38.3	1,116	938	50.8	49.4
October-December 1/	2,921	3,247			3,874	2,865		
January	1,565	1,333	34.6	36.8	974	1,152	50.5	45.9
February	1,735	1,327	34.0	39.4	956	1,074	46.5	50.7
March	1,869	1,451	34.8	42.1	862	1,370	46.6	52.1
October-March 1/	8,572	7,713			6,917	6,797		
April	1,809	1,412	35.3	44.6	826	1,472	47.2	51.8
May	1,521	1,243	35.2	45.1	885	1,171	42.2	52.3
June	969	830	38.0	45.7	826	1,160	38.7	41.0
October-June 1/	13,155	11,458			9,632	10,859		
July	392	408	44.6	44.8	884	1,123	39.8	38.6
August	195	149	43.7	48.3	876	1,143	41.2	44.2
September	117	83	45.1	47.9	865	1,362	42.9	46.6
Season 1/		12,134				14,818		

1/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.



# FRESH GRAPEFRUIT

## Consumer Purchases and Prices Paid



SOURCE: NATIONAL CONSUMER PANEL OF MARKET RESEARCH CORPORATION OF AMERICA

U. S. DEPARTMENT OF AGRICULTURE

NEG. 48347-XX BUREAU OF AGRICULTURAL ECONOMICS

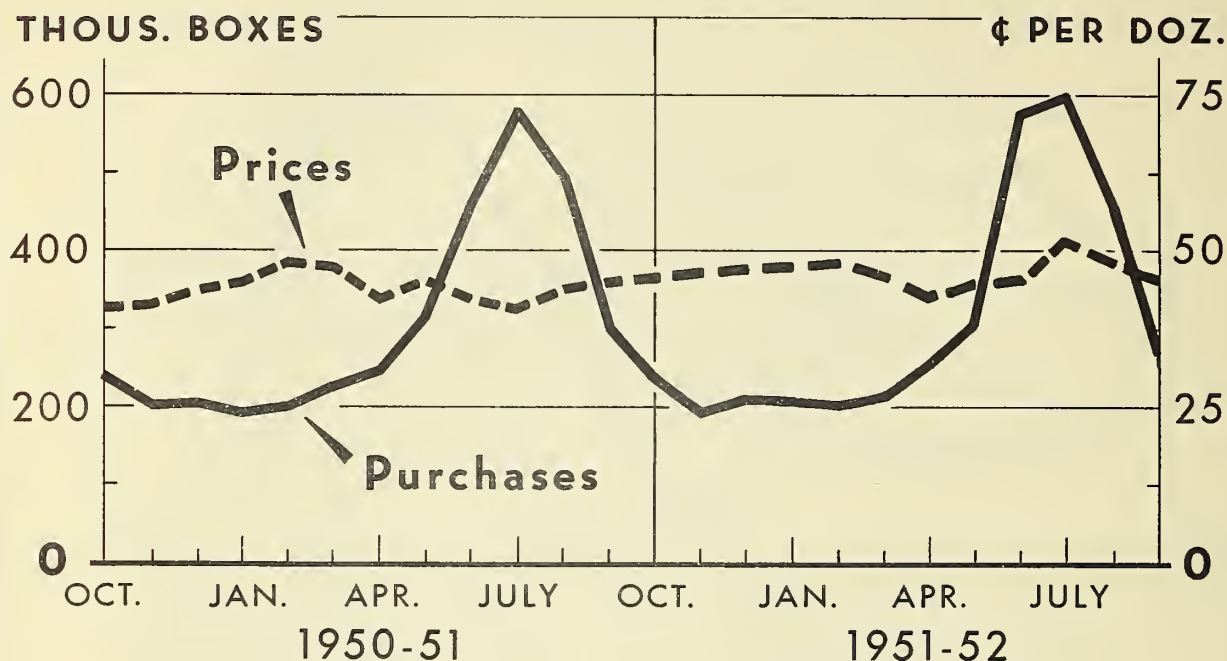
Fig. 7.—Fresh grapefruit: Consumer purchases and average prices paid, October 1950 to date

Period	Purchases		Average prices per dozen	
	1951-52	1950-51	1951-52	1950-51
	1,000 boxes	1,000 boxes	Cents	Cents
October	606	830	106.0	96.9
November	1,182	1,319	93.5	88.5
December	1,453	1,425	92.4	88.5
October-December 1/	3,638	3,925		
January	1,732	1,810	90.7	80.6
February	2,033	1,709	84.1	87.3
March	2,113	1,713	81.8	91.8
October-March 1/	10,026	9,687		
April	2,061	1,660	83.0	94.0
May	1,760	1,263	84.4	94.3
June	986	804	90.9	93.7
October-June 1/	15,147	13,687		
July	363	455	105.4	97.8
August	179	267	99.4	100.1
September	150	246	102.3	103.0
Season 1/		14,745		

1/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

# FRESH LEMONS

## Consumer Purchases and Prices Paid



SOURCE: NATIONAL CONSUMER PANEL OF MARKET RESEARCH CORPORATION OF AMERICA

U. S. DEPARTMENT OF AGRICULTURE

NEG. 48364-XX BUREAU OF AGRICULTURAL ECONOMICS

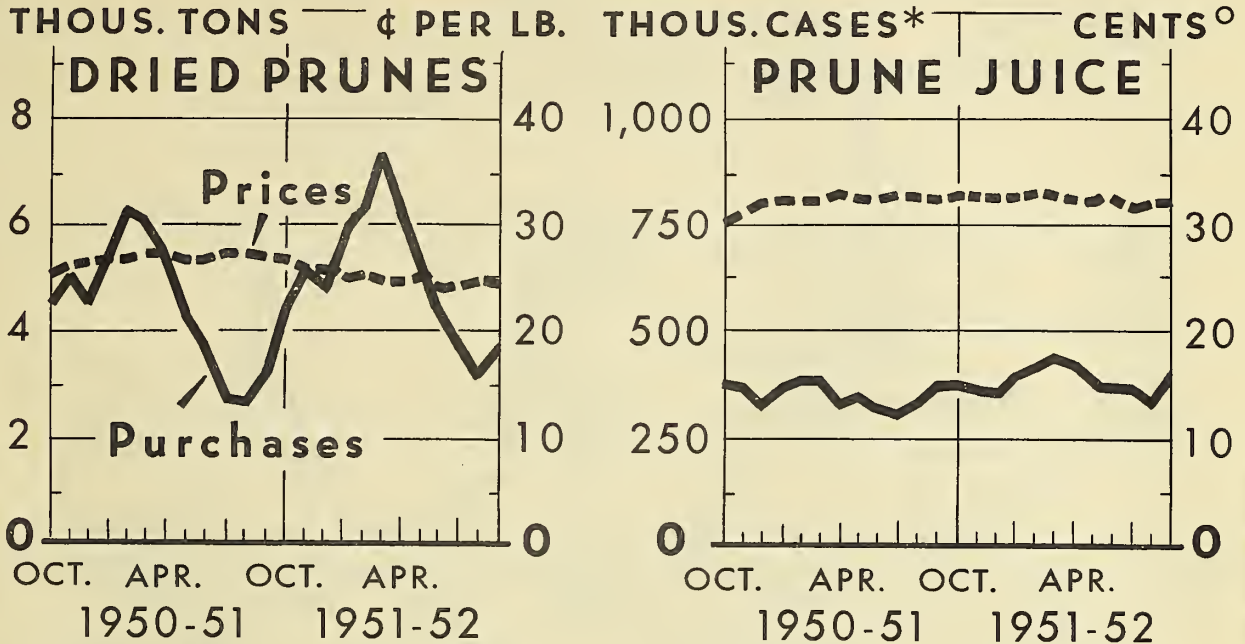
Fig. 8.--Fresh lemons: Consumer purchases and average prices paid, October 1950 to date

Period	Purchases		Average prices per dozen	
	1951-52	1950-51	1951-52	1950-51
	1,000 boxes	1,000 boxes	Cents	Cents
October	236	236	45.2	40.5
November	192	201	46.7	40.8
December	209	204	46.8	42.8
October -December 1/	683	691		
January	206	193	47.4	44.8
February	202	200	47.8	44.1
March	218	224	45.9	46.9
October-March 1/	1,369	1,365		
April	251	246	42.9	42.3
May	308	314	44.2	44.5
June	577	466	45.6	41.8
October-June 1/	2,589	2,508		
July	598	584	51.5	40.4
August	452	497	47.8	43.5
September	269	300	45.4	45.0
Season 1/		4,014		

1/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

# DRIED PRUNES & PRUNE JUICE

## Consumer Purchases and Prices Paid



\* EQUIVALENT CASES OF 24 #2's    <sup>o</sup> CENTS PER 32-OUNCE BOTTLE

SOURCE: NATIONAL CONSUMER PANEL OF MARKET RESEARCH CORPORATION OF AMERICA

U. S. DEPARTMENT OF AGRICULTURE

NEG. 48348-XX BUREAU OF AGRICULTURAL ECONOMICS

Fig. 9.--Dried prunes and prune juice: Consumer purchases and average prices paid, October 1950 to date

Period	Dried prunes				Prune juice			
	Purchases		Average prices		Purchases		Average prices	
			per pound				per 32 oz. bottle	
	1951-52	1950-51	1951-52	1950-51	1951-52	1950-51	1951-52	1950-51
	Tons	Tons	Cents	Cents	1,000 cases 1/	1,000 cases 1/	Cents	Cents
October	4,391	4,485	26.5	25.0	373	381	32.6	30.1
November	5,184	4,996	25.8	26.0	362	373	32.5	30.9
December	4,793	4,541	25.4	26.4	357	328	32.5	32.0
October-December 2/	15,871	15,625			1,220	1,189		
January	5,884	5,364	25.0	26.6	396	368	32.3	32.2
February	6,292	6,318	25.1	26.7	445	387	32.9	32.3
March	7,276	6,075	24.5	27.1	435	386	32.5	32.4
October-March 2/	37,068	35,037			2,578	2,439		
April	6,110	5,405	24.5	27.1	417	334	32.2	32.9
May	5,112	4,304	24.7	26.7	379	354	32.1	32.6
June	4,351	3,667	23.7	26.8	363	324	32.3	32.4
October-June 2/	53,786	49,393			3,837	3,528		
July	3,692	2,686	24.1	27.2	363	307	31.8	32.7
August	3,176	2,639	24.5	27.3	333	328	32.2	32.6
September	3,701	3,151	24.6	27.1	398	371	32.0	32.3
Season 2/		58,526				4,602		

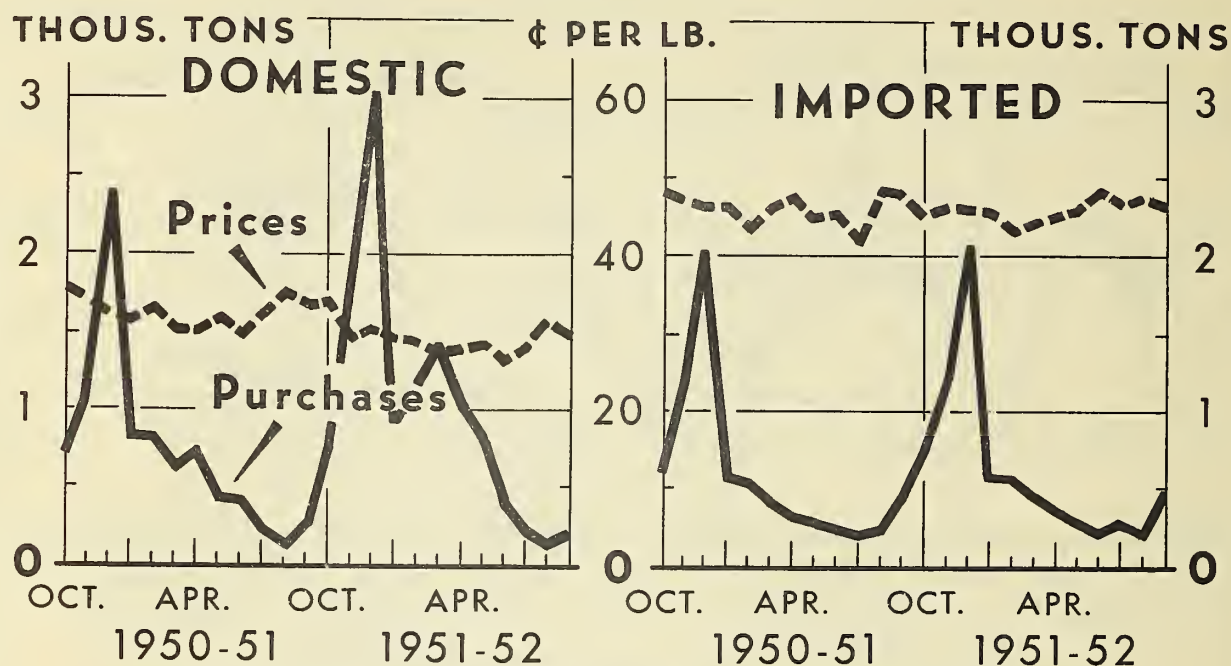
1/ Equivalent cases of 24 No. 2 cans - 432 ounces per case

2/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.



# DATES

## Consumer Purchases and Prices Paid



SOURCE: NATIONAL CONSUMER PANEL OF MARKET RESEARCH CORPORATION OF AMERICA

U. S. DEPARTMENT OF AGRICULTURE

NEG. 48345-XX BUREAU OF AGRICULTURAL ECONOMICS

Fig. 10.--Dates: Consumer purchases and average prices paid, October 1950 to date

Period	Domestic				Imported			
	Purchases		Average prices per pound		Purchases		Average prices per pound	
	1951-52	1950-51	1951-52	1950-51	1951-52	1950-51	1951-52	1950-51
	Tons	Tons	Cents	Cents	Tons	Tons	Cents	Cents
October	768	729	33.7	35.0	761	596	45.2	48.2
November	1,906	1,073	29.6	34.0	1,254	1,178	46.2	47.0
December	3,041	2,371	30.6	32.0	2,069	2,029	45.7	46.6
October-December 1/	6,251	4,643			4,456	4,153		
January	939	815	29.3	31.7	559	562	46.0	46.6
February	1,086	824	28.9	32.8	555	537	43.3	43.6
March	1,407	625	27.3	30.3	446	410	44.3	46.4
October-March 1/	9,917	7,077			6,146	5,805		
April	1,072	725	27.9	30.0	362	315	45.2	47.7
May	814	428	28.5	31.7	288	284	46.1	45.0
June	408	413	26.2	29.7	216	240	48.0	45.5
October-June 1/	12,331	8,714			7,105	6,695		
July	238	226	27.9	32.7	271	209	46.7	41.9
August	149	133	31.6	35.2	216	237	47.6	48.7
September	201	263	29.8	33.6	479	441	46.1	48.2
Season 1/		9,408				7,686		

1/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.



Table 1.--Frozen concentrated juices, ade bases, and single strength ades:  
U. S. total consumer purchases, percentage of families buying,  
and average prices, September 1952 and comparisons 1/

Commodity	Consumer purchases	Percentage of families buying	Average price per 6-oz. can
	1,000 gallons	Percent	Cents
<u>Frozen concentrated juices</u>			
Orange juice			
September 1952	3,900	26.7	16.2
August 1952	3,859	27.4	16.1
September 1951	2,470	21.9	20.7
Grape juice			
September 1952	229	4.1	22.3
August 1952	246	5.0	21.4
September 1951	131	3.0	22.4
Total 2/			
September 1952	4,281	28.2	
August 1952	4,254	29.1	
September 1951	2,772	23.5	
<u>Ade bases</u>			
Frozen			
Lemonade base			
September 1952	355	5.6	17.6
August 1952	822	11.1	17.0
Shelf pack			
Lemonade base			
September 1952 3/	-	-	-
August 1952	118	2.3	14.5
July 1952	170	3.1	13.7
Orangeade base			
September 1952	173	2.4	15.0
August 1952	267	3.7	14.8
July 1952	339	4.8	14.8
<u>Single strength ades</u>	<u>1,000 cases 4/</u>	<u>Percent</u>	<u>Cents 5/</u>
Orangeade			
September 1952	302	2.7	26.9
August 1952	322	3.3	26.4
July 1952	423	3.8	26.2

1/ Each month represents a 4-week period.

2/ Total includes purchases of frozen concentrated grapefruit and orange-grapefruit blended juices and a small amount of purchases of other concentrates.

3/ Too few purchases reported for analysis.

4/ Equivalent cases of No. 2 cans, 432 ounces per case.

5/ Average price per 46-ounce can.

Source: National Consumer Panel of Market Research Corporation of America.

Table 2.--Canned juices: U. S. Total consumer purchases, percentage of families buying, and average prices, September 1952, August 1952, and September 1951 1/

Commodity	Consumer purchases of 24 No. 2's : 1,000 cases	Percentage of families buying : Percent	Average price per 46-oz can 2/ Cents
Orange			
September 1952	1,428	13.8	29.0
August 1952	1,538	14.4	27.7
September 1951	1,850	17.4	25.9
Grapefruit			
September 1952	936	9.4	22.9
August 1952	1,116	9.9	22.3
September 1951	1,163	11.6	22.8
Orange-grapefruit blend			
September 1952	336	3.8	25.9
August 1952	473	4.9	25.6
September 1951	521	6.7	24.7
Lemon			
September 1952	81	3.6	11.2
August 1952	130	6.1	10.6
September 1951	45	2.8	10.4
Tomato			
September 1952	1,515	17.4	27.5
August 1952	1,568	17.9	27.2
September 1951	1,257	16.2	27.4
Pineapple			
September 1952	1,266	15.0	29.0
August 1952	1,128	14.2	29.6
September 1951	803	12.2	34.5
Prune			
September 1952	398	6.5	32.0
August 1952	333	5.8	32.2
September 1951	371	5.9	32.3
Total 3/			
September 1952	6,989	48.8	
August 1952	7,378	50.9	
September 1951	6,904	50.4	

1/ Each month represents a 4-week period.

2/ Except lemon juice, 5½-ounce can; and prune juice, 32-ounce bottle.

3/ Total includes tangerine, apple, grape, vegetable combination, and all other single strength juices.

Source: National Consumer Panel of Market Research Corporation of America.

Table 3.--Fresh citrus fruits: U. S. total consumer purchases, percentage of families buying and average prices, September 1952, August 1952, and September 1951 <sup>1/</sup>

Commodity	Consumer purchases	Percentage of families buying	Average price per dozen
	<u>1,000 boxes</u>	<u>Percent</u>	<u>Cents</u>
Oranges			
California-Arizona			
September 1952	865	18.5	42.9
August 1952	876	19.1	41.2
September 1951	1,362	27.2	46.6
Florida			
September 1952	117	2.8	45.1
August 1952	195	4.1	43.7
September 1951	83	2.2	47.9
Total <sup>2/</sup>			
September 1952	1,147	24.1	43.7
August 1952	1,307	26.8	41.9
September 1951	1,656	32.3	46.7
Grapefruit			
California-Arizona			
September 1952	58	1.8	100.8
August 1952	63	2.0	90.7
September 1951	115	4.3	97.8
Florida			
September 1952	25	1.0	123.4
August 1952	53	1.2	101.6
September 1951	46	1.3	110.1
Total <sup>3/</sup>			
September 1952	150	4.7	102.3
August 1952	179	5.1	99.4
September 1951	246	8.2	103.0
Lemons			
September 1952	269	21.3	45.4
August 1952	452	28.8	47.8
September 1951	300	24.4	45.0

<sup>1/</sup> Each month represents a 4-week period.

<sup>2/</sup> Includes purchases of Texas oranges and those which were not identified as to origin.

<sup>3/</sup> Includes purchases of Texas grapefruit and those which were not identified as to origin.

Source: National Consumer Panel of Market Research Corporation of America.



Table 4.--Dried fruit: U. S. total consumer purchases, percentage of families buying, and average prices, September 1952, August 1952, and September 1951 1/

Commodity	Consumer purchases	Percentage of families buying	Average price per pound
	Tons	Percent	Cents
Apricots			
September 1952	226	1.2	64.8
August 1952	378	1.0	52.4
September 1951	357	1.9	60.4
Dates			
Domestic			
September 1952	201	.8	29.8
August 1952	149	.6	31.6
September 1951	263	1.1	33.6
Imported			
September 1952	479	3.0	46.1
August 1952	216	1.5	47.6
September 1951	441	3.1	48.2
Total <u>2/</u>			
September 1952	724	4.0	40.8
August 1952	367	2.1	41.5
September 1951	749	4.3	42.0
Peaches <u>3/</u>	-	-	-
Prunes			
September 1952	3,701	9.1	24.6
August 1952	3,176	7.2	24.5
September 1951	3,154	8.8	27.1

1/ Each month represents a 4-week period.

2/ Includes purchases of dates which were not identified by origin.

3/ Too few purchases reported for analysis.

Source: National Consumer Panel of Market Research Corporation of America.



Table 5.--Canned single strength juices and ades: U. S. total consumer purchases and average prices, September 1952 (4-week period)

Commodity	Purchases				Average prices		
	: Total all families buying:		: Average per family:age purchase:		: Per actual: Per equivalent		
	Percent	1,000 cases 1/	Number	Ounces	Size	unit	No. 2 can
Canned juices						Cents	Cents
Orange	13.8	1,428	1.8	57.2	46 oz.	29.0	11.8
Grapefruit	9.4	936	1.7	59.2	46 oz.	22.9	9.3
Orange & gft. blend	3.8	336	1.6	56.2	46 oz.	25.9	10.3
Tangerine	.8	49	1.3	46.1	46 oz.	27.1	11.1
Lemon	3.6	81	1.3	15.3	5½-6oz.	11.2	37.4
Apple	3.4	337	1.8	50.8	32 oz.	22.7	12.1
Grape	4.8	179	1.3	28.3	32 oz.	37.8	25.1
Pineapple	15.0	1,266	1.5	52.8	46 oz.	29.0	11.8
Prune	6.5	398	1.6	35.2	32 oz.	32.0	18.3
Tomato	17.4	1,515	1.7	49.8	46 oz.	27.5	11.7
Vegetable combination	2.5	131	1.3	39.4	46 oz.	39.5	16.6
Other juices	2/	333	2/	42.2	46 oz.	37.2	16.4
Total	48.8	6,989	2.8	49.1			12.7
Canned ades							
Orangeade	2.7	302	1.8	64.3	46 oz.	26.9	10.8

1/ Equivalent cases of No. 2 cans, 432 ounces per case.

2/ Information not available.

Source: National Consumer Panel of Market Research Corporation of America.

Table 6.--Frozen concentrated juices and ade bases: U. S. total consumer purchases and average prices, September 1952 (4-week period)

Commodity	Purchases				Average prices	
	: Percentage of all:		: Average per:		: acutal unit	
	: families buying:		: buying family:		: age purchases:	
	Percent	1,000 gallons	Number	Ounces	Size	Cents
<u>Frozen concentrated juices:</u>						
Orange	26.7	3,900	2.5	16.1	6 oz.	16.2
Grape	4.1	229	1.4	10.8	6 oz.	22.3
Grapefruit 1/	-	-	-	-	-	-
Orange & gpt. blend 1/	-	-	-	-	-	-
Other concentrates	2/	54	2/	12.8	6 oz.	17.8
Total	28.2	4,281	2.7	15.5		
<u>Ade bases</u>						
Frozen						
Lemonade	5.6	355	1.5	11.8	6 oz.	17.6
Shelf pack						
Lemonade	7	48	1.1	17.9	6 oz.	14.5
Orangeade	2.4	173	1.4	14.7	6 oz.	15.0

1/ Too few purchases reported for analysis. Purchases are included in total.  
 2/ Information not available.

Source: National Consumer Panel of Market Research Corporation of America.

Table 7.---Fresh citrus fruit: U. S. total consumer purchases and average prices, September 1952 (4-week period)

Commodity	Purchases				Average price per dozen Cents
	Percentage of all families buying:	Total all families buying:	Average per buying family:	Size of average purchase:	
Orange					
California-Arizona:	18.5	865	2.0	12.3	42.9
Florida	2.8	117	1.7	10.9	45.1
Texas 1/	-	-	-	-	-
Unidentified	5.4	156	1.5	10.0	46.6
Total	24.1	1,147 2/	2.1	11.8	43.7
Grapefruit					
California-Arizona:	1.8	58	1.7	3.8	100.8
Florida	1.0	25	1.4	2.7	123.4
Texas 1/	-	-	-	-	-
Unidentified	2.1	57	1.4	3.9	98.2
Total	4.7	150 2/	1.7	3.7	102.3
Tangerines 1/					
	-	-	-	-	-
Lemons					
	21.3	269	1.6	6.4	45.4
Limes 1/					
	-	-	-	-	-
Total	39.0	1,566 3/	2.4	9.1	46.1

1/ Too few purchases reported for analysis.

2/ Includes small amount of Texas fruit.

3/ Total does not include small purchases of limes.

Source: National Consumer Panel of Market Research Corporation of America.



Table 8.--Dried fruit: U. S. total consumer purchases and average prices, September 1952 (4-week period)

Commodity	Purchases				Average price per pound Cents
	Percentage of all families buying	Total	Average per family	Size of	
	Percent	Tons	Number	average purchase	
Apricots	1.2	226	1.2	12.1	64.8
Dates					
Domestic	.8	201	1.2	14.8	29.8
Imported	3.0	479	1.2	9.9	46.1
Unidentified	.2	44	1.0	13.2	32.0
Total	4.0	724	1.2	11.1	40.8
Mixed Dried Fruit <sup>1/</sup>	-	-	-	-	-
Peaches <sup>1/</sup>	-	-	-	-	-
Prunes	9.1	3,701	1.4	21.7	24.6

<sup>1/</sup> Too few purchases reported for analysis.

Source: National Consumer Panel of Market Research Corporation of America.